



2018 POST ELECTION REPORT



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State Voices champions democracy because we believe America will thrive when all people can and do participate equally. We envision a country where all voters successfully cast a ballot on Election Day; one where every person, regardless of race, gender, age, sexual orientation, or income, has a say in the decisions that shape our nation and their lives. Only then will these decisions be made to the benefit of all.

State Voices is composed of 23 state tables—networks of over 600 nonpartisan organizations—that leverage their collective power to mobilize and create the conditions to build power, particularly of communities of color, young people, women, and low-income, disabled, and LGBTQ populations. State Voices provides tools and support to people across the country so their voices are heard and their participation in the public sphere is ensured. Year-round, every day, we are actively engaging communities in the decision and policy-making processes that impact their lives, their communities, their states, and their country.

State Voices believes that by acting together we accomplish more than acting alone. The 23 tables of the State Voices network connect civic engagement organizations together across issues and communities to build a common strategy, align their activities for maximum impact, and measure their collective progress. They create a thriving community where diverse organizations learn from each other, build trust, cultivate durable relationships, and accelerate change.

State Voices staff provides program support in four areas:

Data & Technology: Provides training, innovation, mentorship, and data and tools experience to tables and partners.

Policy: Works with tables to strengthen civic access (voting rights and ballot access, voter protection, and efficient election administration) and civic representation (accurate Census counts, equitable redistricting, clean elections, fair courts, and getting money out of politics).

State Capacity Building: Supports table planning, both externally on issue advocacy campaigns and voter outreach, and internally through leadership development opportunities.

Strategic Partnerships: Our Tools For All (TFA) provides access to information management systems that promote collaboration and activism, allowing information to be easily organized and shared. More than 800 partner organizations are using our TFA, reaching all fifty states and the District of Columbia.

Dear Friends,

It is an honor to be the State Voices Board Chair at this pivotal moment in our democracy. The outlook for improving the functioning of our democracy is far better today than it was before November 6, and mostly at the state level. State Voices helped set the stage for this remarkable course correction, and the organization is more than ready for the challenges we face between now and the 2020 election.

As you'll see in these pages, the midterms brought out the very best in the State Voices network. We are home to remarkable leaders with the skills, talents, and relationships to advance our vision of racial and gender equity in a multiracial democracy. The State Voices signature Tools For All program provides our tables, partners, and hundreds of organizations across the country with the means to engage voters, expand voting rights and access to the ballot, and ensure a fair Census and redistricting process.

What the midterm election demonstrates once again is that State Voices can't let up in its effort to engage voters—to register them, to energize them, to bring them, literally and figuratively, to the polls to fight for their values and their interests. **It has never been more important to create the conditions to build power of the people who have been effectively disenfranchised or simply marginalized, so that their voices can be heard and their values can be lived.**

Thank you for all you do,

Miles Rapoport
State Voices Board Chair





Dear Friends,

I am so proud to share with you the State Voices 2018 Post Election Report, a national overview and a state-by-state analysis of the success of our network in the midterm elections. Every one of our tables—each a statewide network of grassroots organizations—worked tirelessly to register every possible voter, to knock on every door, to educate every community member, and to deliver every eligible voter to the polls on Election Day. Through a combination of the tried and true and some 21st century innovations, State Voices reached out into every community to amplify the voices of people whose opinions so often aren't heard and whose values aren't represented.

The themes that emerged from our work in the 2018 elections are **turnout, technology, and transition.**

Turnout. Nearly every state table recorded record or near-record turnout—even compared with presidential election years—particularly among Black, Latinx, and AAPI voters and young people.

Technology. With the help of our Data team, which provides tables and partners with training and support, the State Voices network is greatly expanding its reach and its bench of skilled staff. Furthermore, our Tools For All program makes our civic engagement data and technology offerings available to qualifying organizations nationwide. In this election, through voter registration apps, more sophisticated use of the State Voices VAN, and SMS campaigns, our partners engaged with their communities like never before.

Transition. We are taking every bit of data, every ounce of experience, and every tool in our technological arsenal to pivot directly from Get Out The Vote (GOTV) to Get Out The Count (GOTC). Our next two years will be focused on achieving a complete and accurate count in the 2020 Census so that marginalized communities get the resources and representation they deserve.

Looking ahead. With the 2020 Census and the presidential election clearly in our sights, one of our top priorities is **reimagining and revitalizing our data and technology programs to expand the impact of our work and meet the needs of 21st-century organizing.** We are committed to providing the best tools, the best training, and the best service to as many organizations as possible. We are also looking beyond the election cycle to provide organizers with the tools they need to engage their communities year-round.

As State Voices begins its second decade, we continue to bring together people and organizations that share core values and to advance a new paradigm of American equity and justice. State Voices aims to help create a country where every person has the means, motivation, and freedom to fully participate in a just democracy that provides opportunities for all people to thrive.

This report was an All Hands on Deck effort led by Matt Zebrowski and Randy Brett, with input from every state director and the heroic work of data managers across the country. Special thanks for reading and advising go to board members Sue Van and Erin Dale Byrd, as well as the stalwart Matt Brix. I would also like to thank our amazing team, who often don't get recognized for their hard work and dedication, and without whom none of this would be possible: George Christie, Mishara Davis, Susan Foulds, Keisha Johnson, Elena Langworthy, Marissa Liebling, Lariena Matthews, Cara Romanik, Iridane Sanchez, Angela Tombazzi, and Sara Vernon.

I look forward to hearing from you and building with you in the fight ahead.

Onward to 2020!

Alexis Anderson-Reed
State Voices Executive Director

There is much to celebrate in the 2018 midterm elections, and State Voices is proud of the victories our network and partners helped to secure:

Colorado

Overwhelmingly passed two initiatives to combat gerrymandering

Florida

Via ballot measure, restored the rights of 1.4 million former offenders with felony convictions

Idaho

Passed Medicaid expansion

Louisiana

Passage of a constitutional amendment to require juries to reach a unanimous verdict in order to convict

Massachusetts

Passed Automatic Voter Registration, which will expand the electorate to 700,000 new voters

Michigan

Passed sweeping "Promote the Vote" election reforms, including Automatic Voter Registration and Election Day Voter Registration

Missouri

Passed "Clean Missouri" election reforms with overwhelming support, along with an increase in the minimum wage by 2023

Nebraska

Passed Medicaid expansion

Nevada

Passed Automatic Voter Registration



American democracy is being distorted and threatened by wealthy special interests that disproportionately impact public policy, and negate the power of individual advocacy. Deliberate obstacles are being placed on voter access, along with gerrymandered districts to thwart fair representation that accurately reflects the changing US demographics. These regressive tactics are making it increasingly difficult to engage a diverse citizenry necessary for a government of the people, by the people, and for the people to flourish.

This systemic, relentless disenfranchisement mainly targets communities of color, along with young adults, LGBTQ people, and single women. As a result, these populations collectively register to vote, and participate in the electoral process at lower rates when compared to the general population. Cloaked in the false rhetoric of election integrity, 24 states have passed laws making it harder to vote since 2011. Constituent cynicism is reflected in dismal approval ratings for politicians generally speaking, and the legislative branch in particular. Too many lack faith that our electoral system wants to address their community needs and interests.

Despite this bleak outlook, State Voices is motivated to respond to this full assault on our democracy, and mount campaigns that galvanize people to act with the same fervor as the opposition. State Voices tables work to make voting easier for everyone. They fight to protect and expand access to the ballot, to ensure fair representation, and to innovate new and exciting ways to engage people in the democratic process. Some highlights from this work in 2018:

VOTER PROTECTION

Many state tables staffed voter protection hotlines and supported poll monitoring programs. Our Director of Policy helped manage the national Election Protection coalition, including co-leading two national workgroups. We worked closely with partners on the national and state level, such as the Lawyers Committee for Civil Rights Under Law and Common Cause. We also gave states access to a mobile polling place lookup tool, so voters could text a shortcode to find out where to vote. Some highlights of state voter protection work include:

- The **Florida 501(c)(3) Table** co-coordinated election protection (EP) activities and helped resolve over 1,000 voter issues.
- The **Nebraska Civic Engagement Table**'s partners created an EP program for people with disabilities, surveying polling places and directly assisting voters with disabilities.
- **Engage San Diego** created a voter information app with a polling site lookup.
- **Silver State Voices** in Nevada trained bilingual poll workers and had bilingual hotlines. They also posted signs at former polling places directing voters to newly created vote centers, avoiding confusion and disenfranchisement.
- **Ohio Voice** distributed 60,000 know your rights cards.

CIVIC ACCESS/VOTING RIGHTS ADVOCACY

Our Policy department supported states with a variety of civic access issues, including voter language assistance, automatic voter registration, voter registration drive laws, poll watcher/challenger laws, election security, voter purges, and rights restoration for people with criminal records. Examples of state work include:

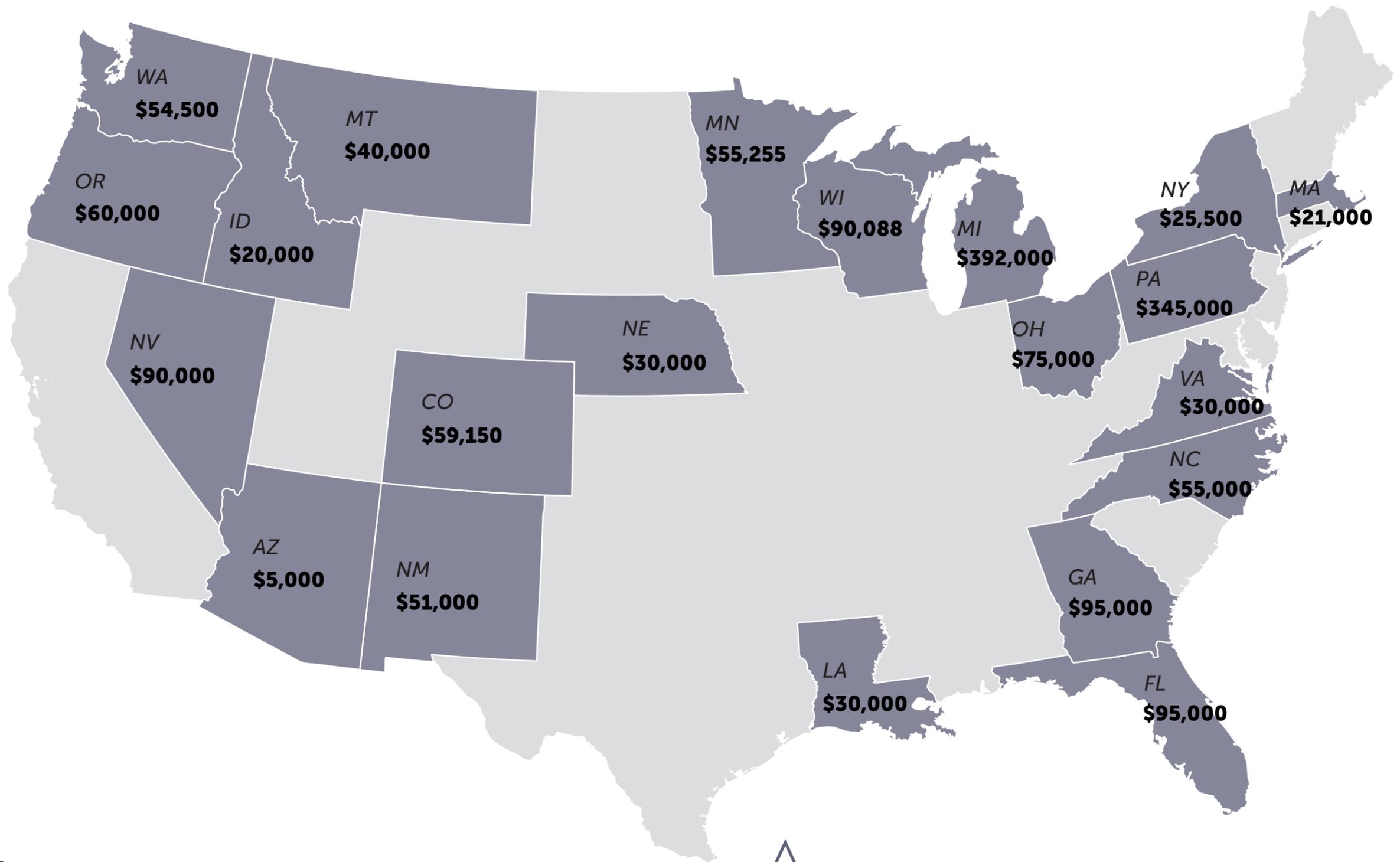
- **ProGeorgia** was a plaintiff in a successful lawsuit regarding Georgia's "Exact Match" law, which would have put registrations on hold due to harmless errors and typos. They reached out to impacted people, including with a hotline and a mailer, to ensure they knew their rights and could vote.
- The **Florida 501(c)(3) Civic Engagement Table** worked with partners to survey and build relationships with election officials throughout the state.
- **Pennsylvania Voice** and **Wisconsin Voices** built innovative apps to facilitate voter registration. The Pennsylvania app allows groups to register voters on tablets, and in the 2018 election they trained all their partners to use it. The Wisconsin app also helps groups digitally register people while retaining their contact info for further outreach.
- The **Massachusetts Voter Table** and the **Win/Win Network** in Washington participated in coalitions that advanced electoral reforms. Massachusetts has passed Automatic Voter Registration (AVR), and Washington passed AVR, pre-registration for 16- and 17-year-olds, same-day voter registration, and the Washington Voting Rights Act.
- Tables in many states, including **Nevada, Ohio, Pennsylvania, Virginia** and **Wisconsin**, are working to build support for long-term, multi-issue voting rights reform efforts.

CENSUS

Our Census Manager worked with tables during 2018 to start planning for census advocacy. Particularly, tables are advocating for state funding and against the untested citizenship question (which could potentially encourage an undercount). They are also planning GOTC programs. We are also working in partnership with core national census hubs including the Leadership Conference, AAJC, and NALEO. Examples of our 2018 census work include:

- **15 states** identified the census as a priority issue; 11 will lead on GOTC efforts and four have formed a statewide collaborative with other organizations.
- Our Census Manager facilitated census training in **Nebraska** and attended a census planning retreat in **Georgia**.
- The policy department created five new **educational and planning materials** for our state tables. These documents will help states with field planning, obtaining state funding, and pushing back against the citizenship question.
- We hosted **two state table census meetings** and participated in **two funder briefings** to discuss planning and needs for the future.
- **Silver State Voices** in Nevada ran a small media campaign to push back against the citizenship question. They gained statewide attention and met with the Congressional delegation.

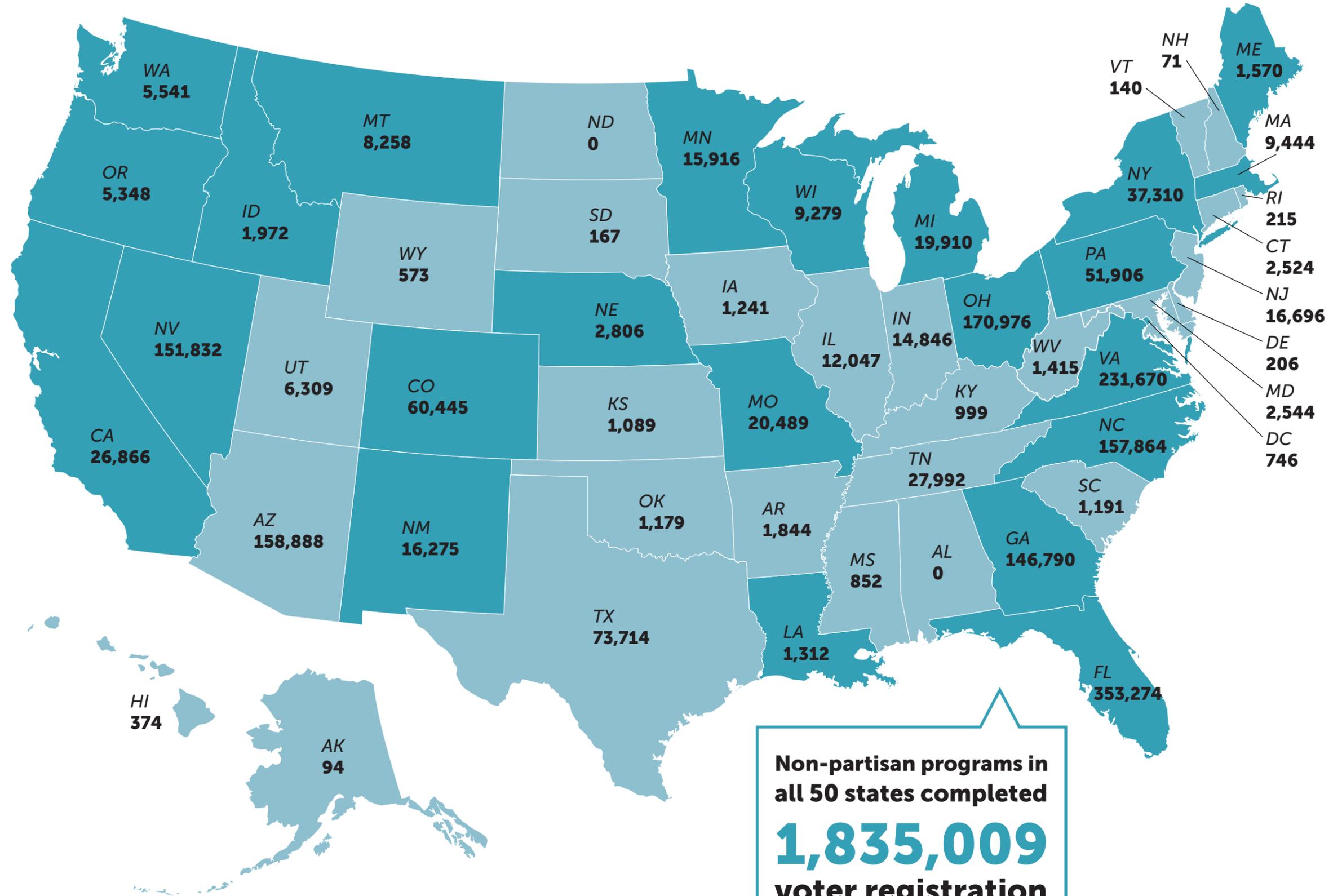
REGRANTING



We supported electoral work, experiments, and AAPI civic engagement through funding from several foundation and individual donors. We were able to channel **over \$1.7 million** to our state tables this electoral cycle.

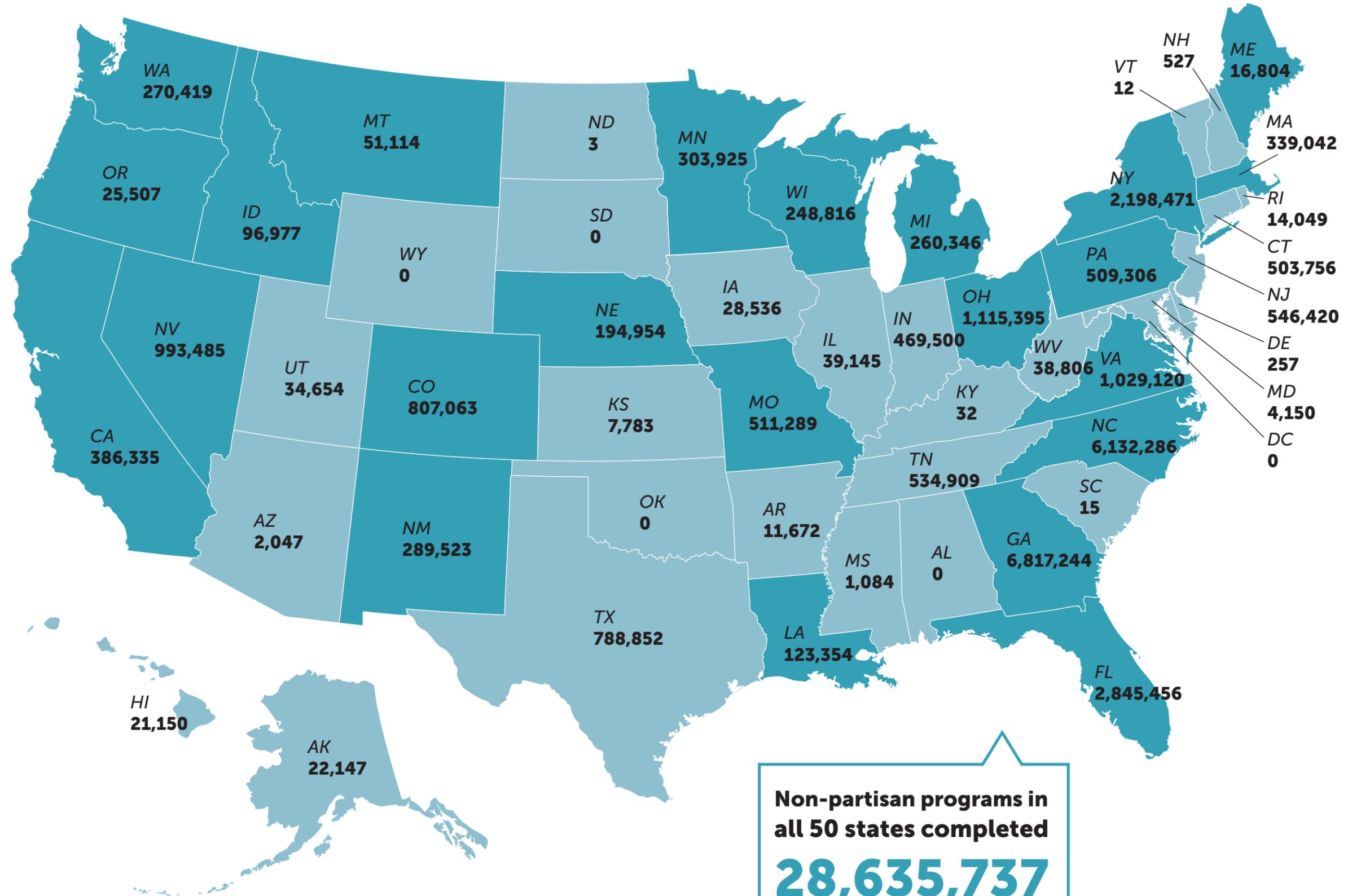
TOTAL: **\$1,733,493**

VOTER REGISTRATION



Non-partisan programs in all 50 states completed **1,835,009** voter registration applications.

VOTER CONTACTS



Non-partisan programs in all 50 states completed **28,635,737** voter contacts.

TABLE	VOTER REGISTRATION		VOTER CONTACTS				
	VR CARDS COLLECTED	QUALITY CONTROL PHONE CONTACTS	PHONE & ROBOCALLS	CANVASS CONTACTS	MAIL PIECES SENT	TEXTS SENT	TOTAL CONTACTS
Alabama	0	0	0	0	0	0	0
Alaska	94	0	21,542	605	0	0	22,147
Arizona	158,888	29,525	1,743	0	0	304	2,047
Arkansas	1,844	0	10,741	931	0	0	11,672
California	26,866	0	1,304	1,586	345,583	37,862	386,335
Colorado	60,445	14,836	30,169	15,015	605,004	156,875	807,063
Connecticut	2,524	0	0	0	0	503,756	503,756
Delaware	206	0	192	65	0	0	257
Florida	353,274	56,511	47,163	102,541	2,226,969	468,783	2,845,456
Georgia	146,790	21,287	77,645	26,369	4,523,321	2,189,909	6,817,244
Hawaii	374	0	7,657	2,246	11,247	0	21,150
Idaho	1,972	0	8,803	2,223	79,148	6,803	96,977
Illinois	12,047	0	11,153	2,701	9,921	15,370	39,145
Indiana	14,846	0	460	235	410,240	58,565	469,500
Iowa	1,241	0	40	0	28,496	0	28,536
Kansas	1,089	0	1,063	2,092	0	4,628	7,783
Kentucky	999	0	32	0	0	0	32
Louisiana	1,312	0	13,160	24,421	0	85,773	123,354
Maine	1,570	0	452	1,093	15,259	0	16,804
Maryland	2,544	0	3,786	364	0	0	4,150
Massachusetts	9,444	0	58,498	58,096	8,655	213,793	339,042
Michigan	19,910	0	39,496	18,491	188,274	14,085	260,346
Minnesota	15,916	0	15,512	11,577	260,047	16,789	303,925
Mississippi	852	0	0	0	1,084	0	1,084
Missouri	20,489	0	24,674	65,759	420,092	764	511,289

This data, representing work done by state table and TFA partners, was collected from the State Voices VAN, the Voter Participation Center, Blocks, Hustle, and Revolution Messaging.

Continued ►

TABLE	VOTER REGISTRATION		VOTER CONTACTS				
	VR CARDS COLLECTED	QUALITY CONTROL PHONE CONTACTS	PHONE & ROBOCALLS	CANVASS CONTACTS	MAIL PIECES SENT	TEXTS SENT	TOTAL CONTACTS
Montana	8,258	0	7,654	6,452	19,294	17,714	51,114
Nebraska	2,806	0	4,851	19,672	89,995	80,436	194,954
Nevada	151,832	10,954	29,954	3,807	741,661	218,063	993,485
New Hampshire	71	0	4	523	0	0	527
New Jersey	16,696	0	442	105	312,414	233,459	546,420
New Mexico	16,275	0	8,283	18,300	247,850	15,090	289,523
New York	37,310	0	13,711	19,751	67,180	2,097,829	2,198,471
North Carolina	157,864	26,681	281,264	83,272	5,456,616	311,134	6,132,286
North Dakota	0	0	3	0	0	0	3
Ohio	170,976	0	137,037	12,498	887,298	78,562	1,115,395
Oklahoma	1,179	0	0	0	0	0	0
Oregon	5,348	0	5,723	12,361	7,414	9	25,507
Pennsylvania	51,906	0	84,669	35,449	313,389	75,799	509,306
Rhode Island	215	0	13	0	14,036	0	14,049
South Carolina	1,191	0	15	0	0	0	15
South Dakota	167	0	0	0	0	0	0
Tennessee	27,992	0	5,617	2,530	526,456	306	534,909
Texas	73,714	0	9,356	16,399	604,428	158,669	788,852
Utah	6,309	0	471	0	34,183	0	34,654
Vermont	140	0	0	12	0	0	12
Virginia	231,670	0	3,926	22,973	896,444	105,777	1,029,120
Washington	5,541	0	4,271	4,752	101,067	160,329	270,419
Washington DC	746	0	0	0	0	0	0
West Virginia	1,415	0	8,064	11	27,385	3,346	38,806
Wisconsin	9,279	0	4,222	17,378	121,956	105,260	248,816
Wyoming	573	0	0	0	0	0	0
TOTAL	1,835,009	159,794	984,835	612,655	19,602,406	7,435,841	28,635,737

State Voices' **Tools For All Program** (TFA) was launched in 2012. This program makes our civic engagement data and technology offerings available to qualifying organizations nationwide, rather than just those working with State Voices tables. Now, nearly 800 501(c)(3) organizations use TFA, our program providing nationwide data, technology, and support to make canvassing and community outreach easier and more efficient.

The TFA program also supports the creation of new state tables. This year, State Voices welcomed three new tables into our network (Louisiana, Missouri and Nebraska), and we are supporting emerging tables in Tennessee and Kentucky.

THE TOOLS



Civic Engagement File

A database with detailed information on the entire U.S. voting population



The State Voices VAN

User-friendly online platform that allows organizations to access and use civic engagement file data for their programs



SMS

Text messaging platform and mobile advocacy support



Support

Highly-trained data and program strategists assisting TFA partners



Data Hygiene

Our partner VVN provides data hygiene and specialized file enhancements that make voter file data more useable

SINCE 2012:



1,532 TFA partner organizations have used the Tools



8,310 activists have been trained on the civic engagement tools



Partners in at-large states* collected **895,077** voter registration applications & captured **68,821** pledges to vote in the State Voices VAN



We have generated a cost savings of more than **\$193 million** to the field through TFA

IN 2018:

634 organizations with **7,228** active VAN user accounts accessed the Tools through our network's **23** tables. **108** additional organizations with **1,454** active user accounts received access in **27** at-large states and the district of Columbia

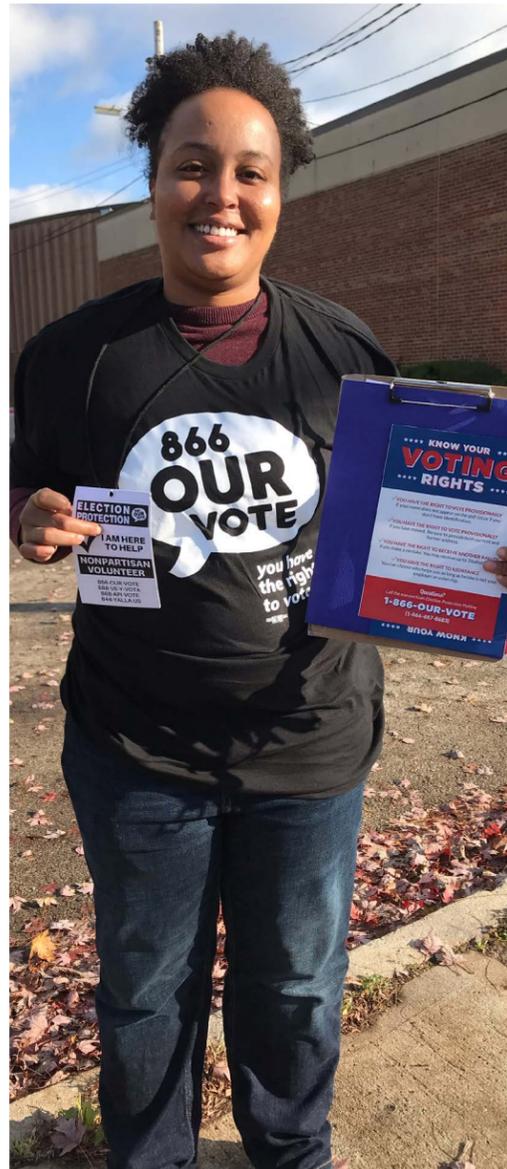
TFA users logged into the State Voices VAN **323,970** times to create lists for canvass, mail, phone and text public education and outreach programs

5 state tables received customized quality control technology for coordinating large-scale voter registration campaigns

State Voices VAN users in at-large states sent **788,964** mail pieces, made **83,809** phone calls, canvassed **30,837** doors, & sent **1,016,265** text messages

State Voices staff conducted **72** training webinars with **463** attendees and provided on-demand videos to teach users additional skills—successful completion of an online quiz allows users to increase their ability to administer the Tools for themselves. **697** people completed live or online instruction in 501(c)(3) compliant use of voter file data

*States where there is no State Voices table



**OUR
TABLES ▶**

NEW COMMITMENT, DEEPER IMPACT

In the 2018 primary and general elections, Engage San Diego ran its two largest campaigns ever with a **27 percent increase in outreach** over its 2016 presidential year program. Engage San Diego table members have deep roots in the neighborhoods they serve, and the table was proud to support some of their voter outreach programs. For example, Justice Overcoming Boundaries (JOB) contacted 1,500 Latinx/ Spanish-speaking voters in Escondido, with a focus on faith and special needs families. The United Taxi Workers of San Diego texted drivers and their families in four African languages. They also gave free rides to the polls to over

100 community members on Election Day. In a first-time effort to reach this community, Viet Vote contacted over 1,500 mostly Vietnamese speaking voters in City Heights. The all-volunteer team hosted three events and two phone banks, getting 150 new voters to the polls. The Center on Policy Initiatives (CPI) shared video ads about voting down the ballot and the importance of participation. These ads were sent to voters being contacted by other partner organizations, getting over 300,000 impressions and 40,000 views.



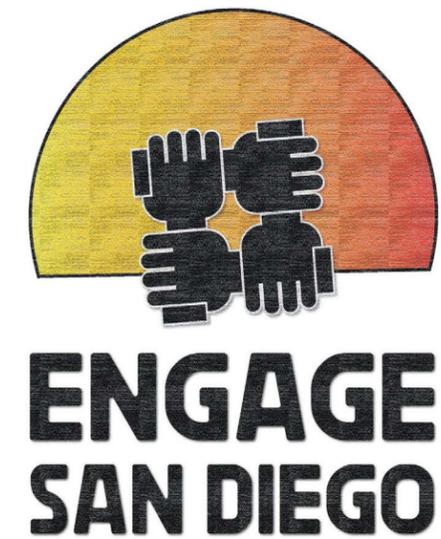
COMMUNICATIONS

As part of Engage San Diego’s growth, they **rebranded and developed a unifying message.** To communicate with supporters, they printed materials, created short videos for social media, supported and hosted branded events, ran test online ads during GOTV, and created 2 websites, a voter information app, and digital outreach infrastructure. They created:

- A new logo
- A campaign slogan (Make It Better, Vote!) that tied together various table partners’ messages
- An online presence through their [website](#) and social media accounts
- A [voter information app](#) with their own easy-to-use, multi-lingual, poll-site lookup and mapping tool, information on voting eligibility, election protection flyers and hotlines, and individualized ballot view tools
- Stickers, t-shirts, postcards, flyers, and banners

LOOKING AHEAD

Engage San Diego will connect with hard-to-count communities, encouraging their participation in the 2020 Census. They will continue using new tools from the 2018—cycle digital data management, text-based outreach, and social pressure tactics—in their field programs.



ELECTORAL OUTREACH & VOTER PROTECTION

Thanks to successful GOTV and voter registration programs, turnout was high in Colorado, and the next Colorado legislature will be more representative of the state, with a record number of both Latinx and women legislators.

Through the Membership Education and Turnout Program, the Colorado Roundtable supported 11 groups as they strategically targeted mid- to low-propensity voters. The table's partners **registered nearly 57,000 voters** from key counties. The Roundtable also promoted the [Just Vote Colorado](#) website, a voter hotline, and

text-in options. Partner organization Padres y Jóvenes Unidos conducted a big door-knocking program focused on Latinx and Chicano turnout, alongside Northern Colorado Dreamers United. And they partnered with Civic Nation and local organizations to put on #VoteTogether celebrations, encouraging voters to have a little fun while exercising their civic duty.

VOTER REGISTRATION REFORM

Colorado is still advancing the **Automatic Voter Registration** reform that was implemented administratively in 2017. This year, there was a legislative advancement pertaining to those



involved in the criminal justice system. As Coloradans enter the system, they will be "pre-registered" so that once they are eligible they will automatically be put on the voting rolls. Additionally, legislation was passed so that updated addresses through the state DMV are automatically updated on the voting file as well.

Network partner COLOR tested the effects of social pressure mail and voting rights language on Latinx turnout. They sent two mail versions to Latinx voters in Denver and Adams counties.

LOOKING AHEAD

The Roundtable is participating in a **Census Strategy Group**, tiering the hard-to-count counties and collecting Commit to Count postcards. They are also actively building an opt-in text list. Their 2019 agenda includes possible legislative advocacy to allocate state funds for Census promotion and efforts to make sure the new governor and administration aid this important effort.

BALLOT MEASURES

Colorado voters **passed two redistricting measures and removed slavery from the state Constitution**. The Colorado Civic Engagement Roundtable, along with partner Together Colorado and a team of volunteers, sent 45,000 text messages on Election Day for Amendment A, the anti-slavery amendment.

INNOVATIONS

The Colorado Roundtable used Hustle to set up an inbound text number for voter protection. They also offered the texting program to groups that wouldn't have been able to afford their own contract. Together, they **texted over 115,000 Coloradans** in the final few days before the election.

Using VAN Virtual Phone Banking allowed Colorado Cross-Disability Coalition members to encourage other members to vote. It's one of the first times we've been able to ask our members to do something without asking them to come somewhere or leave their homes. It was accommodating for so many.

—Dawn, Colorado Cross Disability Coalition



ELECTORAL PROGRAMS

Florida partners' Voter Registration and GOTV efforts contributed to record turnout, with more than 5 million votes cast leading up to Election Day, dwarfing the 3.2 million cast in 2014. Table partners **registered over 300,000 voters** across Florida, primarily from Black/African-American, Latinx, and AAPI communities.

The table's tools, staff, and guidance with Florida strategy, messaging, and planning for statewide civic engagement efforts has been invaluable. We have been able to forge a renewed relationship with the table that can support our future civic engagement work and coalition building.

—Jamal Watkins, VP of Civic Engagement, NAACP

ELECTION PROTECTION

Florida partners launched a two-pronged approach to addressing voting problems in real time, with volunteers in the field and a hotline call center. The table co-coordinated election protection activities across the state. They recruited volunteers to lead trainings and coordinated command centers on Election Day. **Of the 1,229 issues logged by volunteers, all but six were resolved.**

BALLOT MEASURE

Table partner Florida Rights Restoration Coalition partnered with many organizations across the state to win the **Voting Rights Restoration** ballot measure. This measure will automatically restore the voting rights of 1.4 million former offenders with felony convictions. This amendment was the only item on the ballot



to receive a total 5 million votes. The table supported this initiative through a c3 education program and data support. Partners recruited speakers, co-hosted town halls, and engaged voters through relational organizing methods.

LOOKING AHEAD

The Florida 501(c)(3) Civic Engagement Table will serve as the statewide coordinating hub to develop and support **2020 Census outreach** and engagement, generating research, data analysis, and messaging. They will focus on hard-to-count groups in Florida like children, immigrant communities, women, people of color, and LGBTQ individuals. They've chosen specific counties where partners have built strong relationships and where programs overlap.

They are also looking to work toward a Living Wage Amendment, Assault Rifle Ban, and Medicaid Expansion ballot initiatives in 2020. The 2018 election and recount provided a great opportunity to discuss election reforms.

This experience was one of the most fulfilling in my life. We went to a forgotten place where people's everyday needs aren't being met, a neighborhood family center (also polling place) in the lowest voter turnout precinct in our county. We were told by partygoers and poll workers alike that they had never seen anything like what we did before in their lives—in 23 years of voting there. Your support, your weekly calls, your templates, your instructions, your logos, your t-shirts, photobooth and decoration bling, your excitement, and most of all YOUR FUNDING made all of this possible! This was outreach like it's supposed to be.

—Karen Owen, PhD, League of Women Voters of North Pinellas

Working with the State Voices team was a pleasure. They supported our Voter Registration efforts and our AAPI outreach efforts. They were instrumental in getting us resourced and organized for the Party at the Polls program. Last but not least, they were immensely helpful in various data management aspects. We are very grateful to the State Voices team and look forward to working together in the future to engage our communities in the civic process.

—Thomas Kennedy, Civic Engagement Coordinator, Florida Immigrant Coalition

ALL EYES ON GEORGIA

The nation’s attention was firmly focused on Georgia this election cycle, with reports and allegations of voter suppression, including registrations being put on hold because of typos (the “Exact Match” law), the apparent disappearance of absentee ballot requests, the outright rejection of absentee ballots, and senior citizens being prevented from taking a bus to cast early votes—all amid the spectacle of the Secretary of State overseeing election administration for his own run for governor. The winner wasn’t even determined until almost two weeks after the election, when candidate Stacey Abrams conceded the legality (but not the legitimacy) of the outcome. **ProGeorgia was a plaintiff on the “Exact Match” lawsuit**, and their office served as a clearinghouse for voter and press information during all the legal wrangling. (For instance, they sent a mailer to

the people on the pending list, and had a hotline dedicated to answering their questions.)

ProGeorgia received an in-kind donation of virtually unlimited hours from a communications firm. This was invaluable during the final days of the election, when press interest in the gubernatorial race was extremely high. They were able to issue statements, give interviews, and provide background information to national and local press outlets. Executive Director Tamieka Atkins published an [opinion piece](#) and was [interviewed for MSNBC’s Velshi and Ruhle program](#). Their [Go Vote GA!](#) website and [Georgia Votes Facebook page](#) were (and continue to be) trusted sources of election information.

ProGeorgia continued GOTV work for the Secretary of State runoff on December 4th, resourcing partners to make over 30,000 texts in one week. Tamieka Atkins published a second



opinion piece urging voters to vote in the runoff ([Georgians Have One More Vote To Take](#)).

ProGeorgia was also grateful for the support of Marissa Liebling, State Voices Deputy Director of Policy, who traveled to Georgia and provided expert, on-site Election Protection support: training volunteers, fielding calls from voters on the Exact Match pending list, and contacting election officials (and visiting precincts) to resolve polling place problems.

GOTV OUTREACH PROGRAMS

ProGeorgia and its partners collected more than **6,000 pledge cards, sent 1.2 million texts, mailed 2.3 million flyers, and spoke with nearly 100,000 voters**. To make the texting program accessible to some of their smaller partners, they provided training and covered the cost. They also tested a program to determine if providing childcare at the polls would encourage more women to vote, and are hoping to implement a small-scale trial program in 2020. They also reached out to women at domestic violence shelters as well as at hair salons to talk about voting and to make sure they were registered.

VOTER REGISTRATION

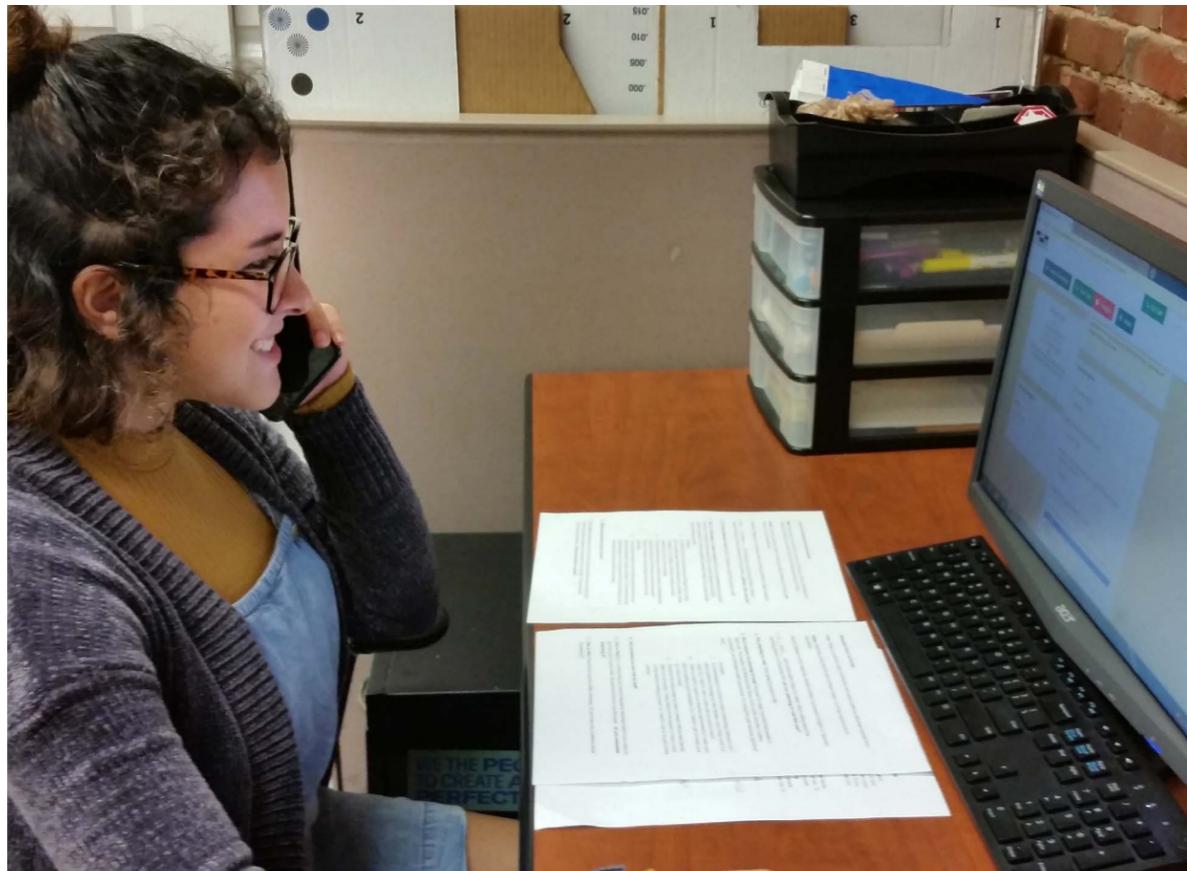
ProGeorgia conducted voter registration in 19 counties, the largest geographic voter registration campaign in the table’s history. With their vendor and New Georgia Project, they **registered 115,000 people**, accounting for 45 percent of new registrations in Georgia this year.

LOOKING AHEAD

ProGeorgia hopes to invite at least four rural organizations to join the table. This will expand their infrastructure and their reach, especially for upcoming **GOTC** work. They’re creating a Census table, with its own website and resources, and they are excited to apply what they learned from their GOTV text message campaign to GOTC. In 2019, they also intend to bolster their partners with HR, communications, and legal support. Finally, they are considering opening a second ProGeorgia office in 2020 to support the growth of year-round, rural, POC-led civic engagement campaigns as well as their largest-ever voter registration and GOTV campaigns.

OUTREACH

Engage Idaho and their partners have made significant headway in the Latinx community. They are breaking down barriers to the ballot for this population of voters. They identified voters who are Spanish-speaking only, which highlighted the need for dual-language voting materials in their communities. This was also the first year that **phone banks were staffed exclusively by bilingual operators**. Engage Idaho is part of an effort to train young Latinx leaders in grassroots organizing so they'll be empowered to make change in their communities.

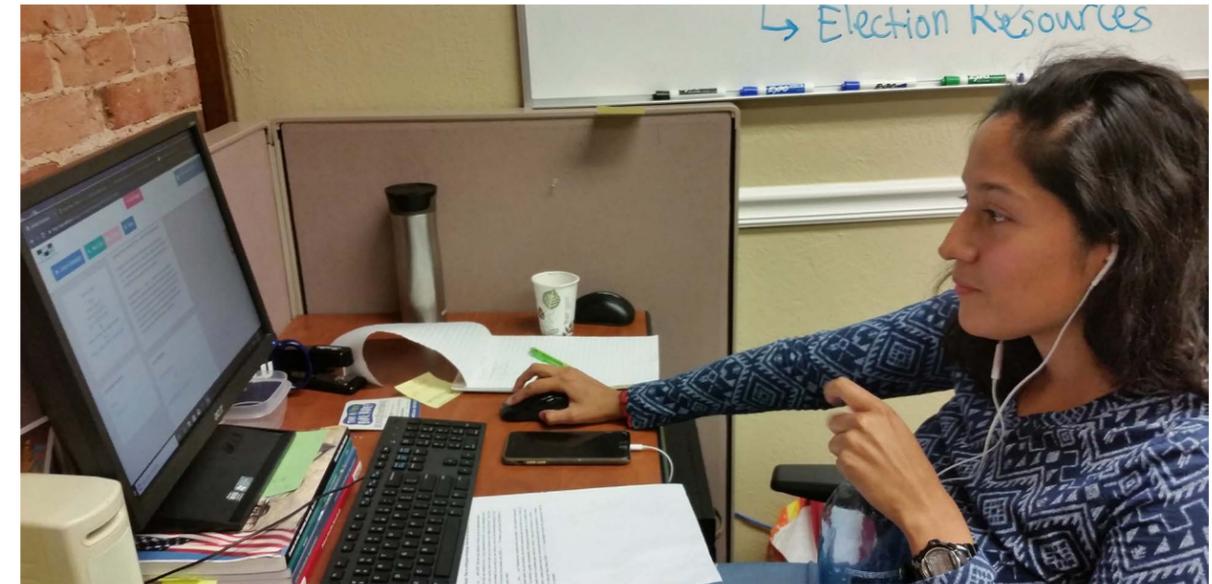


GOTV

GOTV efforts included mail, phone, and text voter education, so voters could vote with confidence whether absentee, early, or at the polls.

BALLOT INITIATIVE

Idaho voters passed **Medicaid Expansion** on Election Day. Engage Idaho will keep voters informed so that they can pressure the legislature to fully fund the expansion and halt any attempts to implement anything less.



LOOKING AHEAD

Once the Table has finished analyzing this year's voter outreach, they will know which county clerks to **lobby for the distribution of dual-language voting materials**. This year's work will also highlight the best locales for encouraging people of color to run for local office, as there are definite opportunities for candidates from the communities they would represent.

There is room to expand this year's leadership development training to other communities with high Latinx populations. This will continue to build a bench of empowered and skilled organizers and will dissolve barriers of entry into leadership.

Engage Idaho will also encourage a complete Census count in Idaho, especially in communities with large Latinx populations. They will combat scare tactics like the citizenship question with education and outreach efforts and work to secure resources so the Census Bureau can execute a full and fair count.

Engage Idaho is also gearing up for attempts from the legislature to tamper with the Idaho Redistricting Commission. In 2019, the table will launch an education campaign to keep Idaho's redistricting process fair and balanced.

BALLOT MEASURE

As a member of the Unanimous Jury Coalition, the Power Coalition fought to educate and inform voters about Amendment 2, requiring a unanimous jury for a felony conviction. Members of UJC canvassed in communities across the state, held phone banks in conjunction with community groups, and sent out postcards. The ballot measure passed, overturning a Jim Crow-era law. Starting in 2019, you can no longer be convicted of a felony in Louisiana—and potentially sentenced to life in prison—without the unanimous consent of a jury. The Power Coalition **reached almost 100,000 voters by phone and canvassing** through its partnership with the Unanimous Jury Coalition. They also helped to create and run volunteer trainings

for UJC across the state, training more than 120 volunteers to use the State Voices VAN. Furthermore, as a leader within the UJC, the Power Coalition worked with teams in each of Louisiana’s major metro areas. As a result, the organization has built a statewide infrastructure to draw upon in the 2019 statewide election and beyond.

ELECTORAL PROGRAMS

The Power Coalition **used Hustle to text roughly 79,000 people on Election Day**, educating them about Amendment 2, providing information about polling places, and organizing rides to the polls. The table also held house meetings and candidate forums, and they



developed an issues agenda in Alexandria and Shreveport to increase turnout and build their membership base. This led to high turnout in Alexandria, contributing to the election of the city’s first black mayor.

LOOKING AHEAD

The table developed a **People’s Agenda for 2019 local elections**: 1) Fair redistricting; 2) Economic Opportunity; 3) Criminal and juvenile justice reform; and 4) Fiscal Fairness. The Power Coalition is also launching a leadership program for African American women. Starting in 2019, the fellowship will engage and educate community leaders and prepare them for leadership opportunities at the local and state level, including sitting on boards and commissions. They will also bring in experts to coach their partner organizations in research and power mapping.

ELECTION PROTECTION

For their election protection program, the Power Coalition **partnered with the Lawyer’s Committee for Civil Rights Under Law**. This gave the Power Coalition access to the Committee’s infrastructure, including a toll-free number for voters and a local contact at the Bar Association to ensure that all needs could be met on Election Day.

RACIAL AND GENDER JUSTICE

The Maine Voices Network has committed to an ambitious racial and gender equity plan. They hosted a **Race Forward training** in July and established benchmarks for each of their steering committee member organizations. Steering Committee members have also met with local POC-led organizations focused on equity, and together they are planning future collaboration. They are also planning to explicitly name at least one major collective policy action focused on racial equity in the near future.

HEALTHCARE

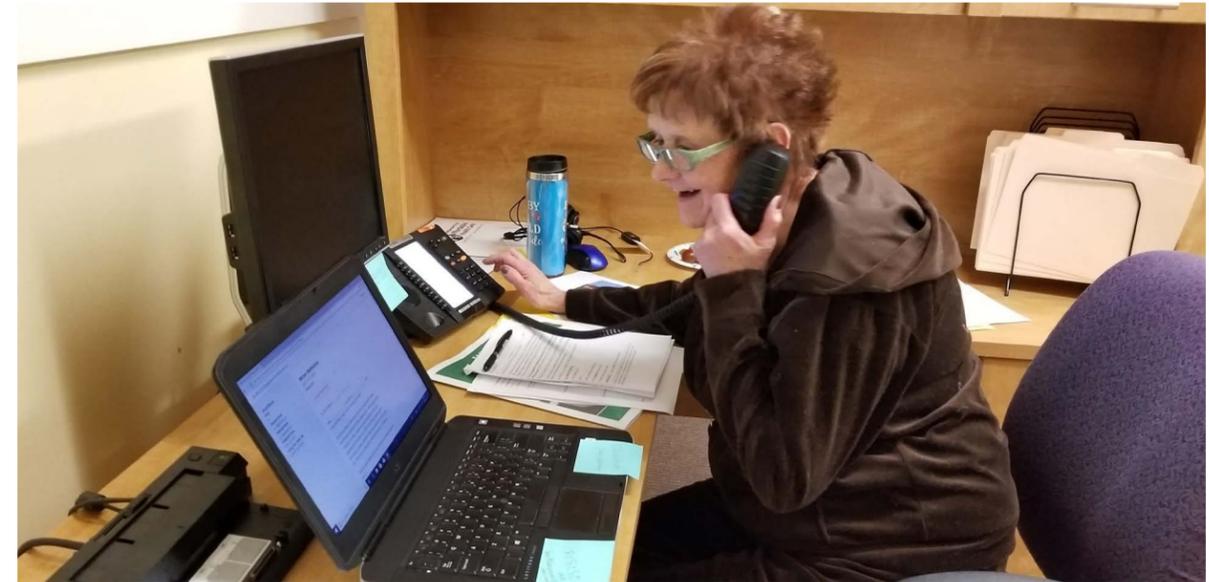
Two MVN partners (Maine Equal Justice and Maine Family Planning) ran voter registration and GOTV programs specifically focused on healthcare. Maine Equal Justice also launched a [healthcare voter microsite](#). These groups are new to these kinds of programs, and they learned some key lessons, particularly that Facebook messages from service providers are more effective than messages from advocacy groups.



“When my family became homeless, we received therapy through MaineCare. Counseling gave my children confidence and security. Two years later and we have our own home, my oldest is about to graduate high school, and I am about to graduate from college. MaineCare saved our lives.”

Angel, 38
Portland, ME

Be a #MaineHealthCareVoter
healthcarevoter.me



FISCAL POLICY

MVN and partners are also leading fiscal policy research and engagement. In 2018, with the Maine Center for Economic Policy, TOPOS, and Lake Research, they launched a fiscal policy public opinion research project. The results are now being widely shared via the Majority Institute. They are also working with MECEP, one of their Steering Committee members, to plan their **budget advocacy work** for the upcoming legislative session.

They will also remain active in the fiscal policy table (which MVN previously anchored, before handing it off to MCEP) as it works to advance key goals like Medicaid expansion, increased funding for public education, funding for refugee assistance and healthcare, and a strong Health and Human Services Department.

LOOKING AHEAD

MVN will continue their racial and gender equity work in 2019. They will establish a racial and gender justice subcommittee and host additional Race Forward trainings (including one for legislative leadership and staff). MVN also is hoping to see **Automatic Voter Registration** implemented in Maine, and in 2019 they will strategize with their partners.

MVN gave us the idea to launch a Healthcare Voter microsite and helped us build it. MVN also helped us craft a digital strategy for sharing the site on social media and with our networks. After the election, MVN helped us understand what worked this year and how we can build on the movement for more affordable healthcare in 2020 and beyond. Healthcare is a critical issue that inspired many people we talked with to vote for the first time. Through our “Be a Healthcare Voter” project, we inspired and assisted many disenfranchised voters to show up and vote pro-healthcare. We look forward to building on this movement with MVN and our coalition partners into the future.

—Maine Equal Justice

ELECTORAL OUTREACH AND SUCCESS

As part of the Election Modernization Coalition, MVT passed **Automatic Voter Registration**. Beginning in 2020, this will **expand the electorate by 700,000 new voters** and update the registration of voters at the DMV, Medicaid agency, and healthcare exchanges. This is a necessary reform to preserve political power of communities of color.

As part of Raise Up Massachusetts, MVT was one of five progressive organizations involved in legislative negotiations leading to the passage of the \$15 minimum wage and the most comprehensive paid family and medical leave law in the country. This first-hand experience in policy making illuminated many lessons about the power structure in the statehouse, emerging threats on the ballot initiative landscape, and preserving democratic decision-making in a large statewide coalition. MVT will join the coalition’s executive team in 2019.

During the election cycle, the table provided State Voices VAN access and technical assistance to the Freedom for All MA ballot initiative campaign to uphold civil rights for transgender people, resulting in 400,000+ voter contacts. The initiative succeeded with a two-to-one victory at the ballot box. MVT organized its partner organizations, particularly in communities of color, to become coalition members for the Freedom for All MA campaign.

MVT contacted 26,442 voters in all fourteen counties in Massachusetts by making 216,591 calls, knocking on 58,555 doors, and sending 4,251 texts. The table is expanding their reach to be more statewide, by focusing on grassroots organizations in gateway cities and incubating a base and leaders in Central Massachusetts.

2020 CENSUS

MVT began convening partners and allies to prepare for the 2020 Census. This Census faces



numerous challenges (politicization through the citizenship question, concerns about funding and digital security, etc.) that threaten resources and representation for communities of color for ten years. The table is holding **community conversations to hear from key stakeholders**. These will kickstart regional strategies for outreach and public education.

LOOKING AHEAD

The Massachusetts Voter Table is leading a statewide campaign for transparency and accountability in the statehouse. They will be advocating for common sense reforms such as **Election Day Registration, ending local and state participation in federal immigration enforcement, and progressive taxation to fund public education**. They will also convene a coalition of coalitions through Community Labor United to work on a 10-year agenda and experiment with a co-governing model with trusted elected officials (especially women of color). MVT will also continue working for an accurate Census count and fair redistricting. They will lead an advocacy campaign for funding

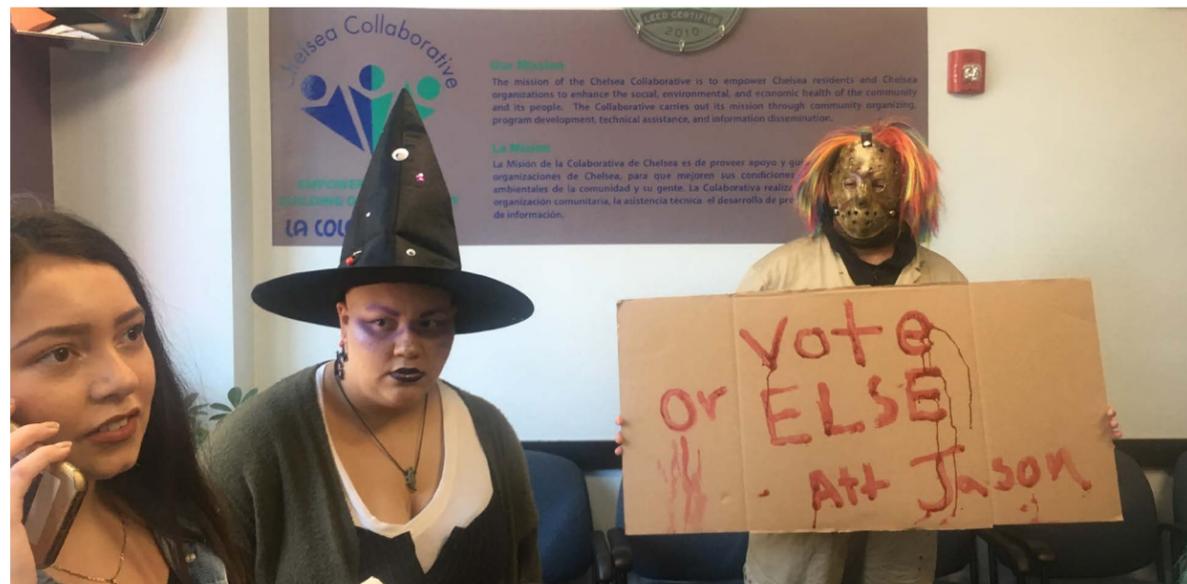
for community-based organizations, pilot GOTC in municipal elections, and experiment with relational voter tools and ethnic social media.

The Massachusetts Voter Table is MIRA’s secret weapon. We wouldn’t be able to reach so many new Americans without them.

—Liza Ryan, Organizing Director at the Massachusetts Immigrant and Refugee Advocacy Coalition

The MVT is the premier strategic space for base-building groups who are majority led by people of color, to coordinate our field programs and integrate our civic engagement with issue campaign organizing. How all of us will work together to ensure a full count in our communities for the 2020 Census is a good example. Table partners receive top notch training and capacity building from MVT staff who invest particular care in developing the leadership of organizers and field staff at our organizations. In our case, we are deeply grateful to MVT for the care staff have taken in developing N2N’s Field Director capacities.

—Elena Letona, Executive Director at Neighbor to Neighbor



ELECTORAL SUCCESSES

More than 4.3 million people turned out to vote in Michigan. This is higher than projections, and only 600,000 fewer votes than in the 2016 presidential election. It exceeds turnout in the 2014 midterms by more than 13%. Prior to this impressive turnout, Michigan Voice and their partners **registered 24,000 voters across the state, and 18 partner organizations launched a GOTV program**. In the eight months before the election, Michigan Voice also ran a Voting Rights and Election Protection Program in more than 20 cities.

BALLOT MEASURES

Michigan Voice partners supported several successful ballot measures this year. **Redistricting, voting rights, and recreational marijuana** ballot measures were all successful. Two additional ballot issues—increasing the minimum wage and paid sick leave—were approved by the legislature and will be taken up during the lame duck session.



“FELONS CAN VOTE” CAMPAIGN

In their first-ever social media and communications project, Michigan Voice distributed more than **6,500 “Felons Can Vote” campaign posters** across the state. This project gained approximately 75,000 hits on social media.

LOOKING AHEAD

Michigan Voice will focus their attention on the **Census and redistricting**. They are excited to be working with the Michigan NonProfit Association on The Michigan Complete Counts Committee, and to continue educating the community on the redistricting process. They are planning the second cohort of the Urban Policy Institute, and will continue expanding the Urban Power Link program.

TRAININGS AND LEADERSHIP DEVELOPMENT

Michigan Voice continued or launched a number of innovative and successful trainings and projects. These initiatives build a firm foundation for future organizing in the state, particularly in marginalized communities. The table launched the **Urban Power Link program**, which links people of color-led organizations, activists, and community members through a statewide network of local hubs. 28 individuals also graduated from the Urban Policy Institute, a training component of the Urban Power Link program. 17 people graduated from the table’s VAN fellowship.

CAPACITY-BUILDING SUCCESS

Minnesota Voice and their partners dramatically increased the scale and scope of their work this year. To finance work in communities of color, the table **raised and leveraged over \$1 million in re-grants. This represents a greater than 300% increase over their 2016 fundraising.**

Two of Minnesota Voice’s partner organizations that specifically work in Asian-American communities (Asian American Organizing Project and CAPI USA) ran their own GOTV programs this year. They hosted independent GOTV action centers and reached out (in language) to more than 30,000 Asian-American Minnesotans.

Additionally, on National Voter Registration Day, their partner Lead MN was able to double their previous program, [registering over 2,000 voters in one day on campuses across the state](#). Lead MN also wrote a [report on student voting in Minnesota](#).

WE VOTE MN FELLOWS

Minnesota Voice kicked off their **2018 We Vote MN Fellows program** with a weeklong training in racial equity, practical voter engagement tactics, and organizing skills. This year’s cohort consists of leaders from the Black, African-born, Latino, Asian, and Native American communities.



Fellows are embedded in voter engagement programs and organize We Vote MN coalition-wide actions (for example, National Voter Registration Day activities). The Fellows also served as table hosts for the MN Department of Human Rights Civic Engagement Summit. At this event, government agencies, elected officials, nonprofits, and community members brainstormed new and creative ways for government to increase civic participation.

REPRESENTATION

Across Minnesota, many people of color ran for and won public office, becoming historic firsts in these positions. Many of these individuals were former We Vote MN fellows or volunteers.

LOOKING AHEAD

In 2019, MN Voice will transition to public policy work. They will continue their fellowship program and work to keep voters engaged in the civic process. The Minnesota legislature will be addressing the Census, redistricting, and voting rights, so it is a perfect opportunity for Fellows to engage. The table will train Fellows in the public policy process while encouraging them to **participate in coalitions and engage policy makers and communities.**

BALLOT INITIATIVES

On Election Day, Missouri voters advanced two ballot initiatives that MOVE had supported. First, 62% of Missouri voters voted in favor of Amendment 1 (Clean Missouri), which adds campaign contribution limits, lobby limits, ethics reforms, and redistricting reforms to the Missouri Constitution. 62% of Missourians likewise voted for Proposition B, which raises Missouri's minimum wage. This means that more than 677,000 workers are likely to see a wage increase to \$12 an hour by 2023. MOVE **identified more than 260,000 supporters of Proposition B and Amendment 1, and sent more than 300,000 pieces of mail** to advance these ballot initiatives.



MULTIRACIAL MOVEMENT-BUILDING

This cycle, MOVE committed to and invested in multiracial movement-building. They hosted **internalized white supremacy workshops, anti-oppression training, and racial identity caucuses**. They also began Black/Rural Power-Building Summits, which are ongoing.



LOOKING AHEAD

MOVE's main goal over the next eight years is to build Missouri's progressive organizations and multiracial movement. They hope to **build and sustain a base of 1.5 million voters who support economic and racial justice**. To do so, they will continue training partners in technical and tactical skills, provide leadership development to partner organizations, and

develop integrated voter engagement strategies. They will also continue their multiracial movement-building work described above to confront systems of oppression and center historically marginalized communities.



TURNOUT

Montana recorded **near-record turnout in 2018**, thanks in large part to Montana Voices’ partners’ voter registration and GOTV programs, which brought out many voters who typically don’t vote in non-presidential years. For instance, the youth vote share among mail voters was 17%, up from 11% in 2014. Overall voter turnout in Montana in 2018 was 71.5%, nearly matching presidential year turnout in 2012 and just three points shy of 2016’s massive 74% turnout. By contrast, turnout in 2010 and 2014 was 55% and 54%.

INNOVATION

Building on the success of a 2017 experiment using Hustle for GOTV, Montana Voices led a joint texting program that included five table partners and a shared **statewide universe of 50,000 voters**.

INCREASING CAPACITY

Since its launch in 2012, Montana Voices has had a part-time data manager. Even with highly competent and expert data staff, the table



realized the need to increase that staff capacity to better serve and support their partners’ work. In February 2018, Montana Voices **hired its first full-time data manager**, who is providing top-shelf analysis and data support to their 15 table partner organizations.

GOTC efforts will be critical for the 2020 Census in Montana. Although the survey will be primarily online for the first time, more than 21% of households in the state have either no internet access or only dial-up access. Montana’s seven reservations are considered especially hard-to-count, since they are in remote areas where many households lack internet access and door-to-door mail delivery. For previous Census counts, these areas have been counted by enumerators going door to door, but the Census has reduced the number of offices in Montana to only one for the whole state in 2020. Montana Voices’ partners have a long history of community organizing in these areas, which will be critical to ensuring a representative count.

LOOKING AHEAD

In conjunction with Montana’s recently launched donor table (A Better Big Sky), Montana Voices is pursuing a strategy to support **leadership development** among partner groups. Recognizing that 1 out of 8 Montana voters belongs to at least one table partner organization, there is potential to increase partner program impact on issue advocacy, civic engagement, and strengthening progressive infrastructure.



MEDICAID EXPANSION PASSED

On November 6th, Nebraskans voted to expand Medicaid. After several unsuccessful attempts to pass the initiative through the legislature, table member **Nebraska Appleseed led the “Insure the Good Life” ballot initiative campaign. It collected 144,000 signatures** (well over the 85,000 required to qualify). Member organizations Nebraska Appleseed, Center for Rural Affairs, Heartland Workers Center, Planned Parenthood of the Heartland, League of Women Voters of Nebraska and League of Women Voters of Greater Omaha, Nebraska AIDS Project, ACLU Nebraska, Institute for Public Leadership, Health Center Association of Nebraska, Community

Action of Nebraska, and Brain Injury Alliance of Nebraska all supported this initiative.

GOTV ENGAGEMENT

A total of 22 NCET table members contacted voters through phone banking, door knocking, texting, and community outreach. It was the first time doing GOTV for nine of these organizations, including the Women’s Fund of Omaha, which contacted more 17,000 voters via text and phone. The table had even more partners doing direct voter contact than in 2016. The table re-granted funds to partners and shared sample messaging and tools. In the month prior to the election,

table members **attempted more than 50,000 contacts by phone or door alone**. These GOTV efforts received coverage in [local media](#).

ELECTION PROTECTION

Table members created an **election protection program for people with disabilities**. Members at Civic Nebraska, Common Cause, The Arc of Nebraska, Nebraska Appleseed, and Disability Rights Nebraska surveyed accessibility at the polls in several counties throughout the state. On Election Day, they managed the Election Protection hotline, answering questions and providing information in real time for voters experiencing physical or legal obstacles at the polls. Additionally, before the election, Civic Nebraska worked with county election commissions statewide [to call voters whose early voting ballots were rejected](#).

EXPERIMENTS

NCET ran three experiments this electoral season. One tested four traditional voter registration methods (door-to-door canvassing, crowd canvassing, digital advertising, and direct mail). The second tested the turnout effect of social pressure mail on previous voters. For the third, the table texted voters from their mailing list. The long term goal of the experiment is to determine whether repeated contact over a period of several years increases voter turnout.

LOOKING AHEAD

In 2019, NCET plans to focus on the state legislative session, especially **independent redistricting, socially responsible tax programs, voting rights protection, and funding Medicaid expansion**. The table will again partner with Coalition for a Strong Nebraska for grassroots and direct lobbying campaigns. They are also hiring a Grassroots Advocacy Coordinator to assist organizations that are new to advocacy but well-poised to reach high-impact communities. The table will also fund ballot measure training for their members. Additionally, NCET is preparing for the Census, working with members at the Nonprofit Association of the Midlands to form a Complete Count Committee and to support GOTC initiatives.



I passed by a man sitting outside his house. After a few words back and forth, he decided to register and even asked for extra applications for his family. He was in his 50s and had never been registered. It wasn't that he was against it, but that nobody had ever reached out to him about it.
 —Guadalupe Esquivel, Voter Registration Canvasser

I helped an old man who could only speak Spanish but couldn't read. He really wanted to register to vote because it was his first time. I couldn't really help him with the form, so I used my phone to video call his son to help. The man's wife also came out and fed me A LOT of food. It took awhile, but we got it done and he was so happy.
 —Arlenne Rodriguez, Voter Registration Canvasser

VOTER REGISTRATION AND GOTV

SSV partners **registered more than 127,000 voters** in Clark and Washoe counties. Six of these partners (INSPIRE, Nevada Conservation League Education Fund, Mi Familia Vota, Asian Community Development Council, Acting in Community Together in Northern Nevada [ACTIONN], and Faith Organizing Alliance) ran large site-based programs. Partners also used the [Register Nevada](#) website, where each partner had a unique link that tracked how many registrants they recruited.

SSV ran their largest GOTV program ever, with seven partners (Mi Familia Vota, Asian Community Development Council, Faith Organizing Alliance, Make the Road, PLAN, Make It Work, and Chispa) participating. The table also published their largest voter guide to date (available in English, Spanish, and Mandarin), created a door hanger, and partnered with Faith Organizing Alliance to provide 84 free rides to the polls.



ELECTION PROTECTION

SSV ran an Election Protection Program with Common Cause, ACLU Nevada, and the Lawyers' Committee. They **recruited bilingual poll workers and trained 60 poll monitors**. The table was able to communicate with these poll monitors on Election Day, reporting issues to the Elections Department in real time. Table partners also sent food and water to polling places with long lines. The table's Election Protection Hotline was available in multiple languages (Spanish, AAPI languages, Arabic, and ASL). SSV advertised this hotline with yard signs. They also placed yard signs alerting voters of the nearest polling location, as Clark County recently switched from assigned polling locations to vote centers open to all voters in the county.



LEADERSHIP DEVELOPMENT

SSV partnered with **New American Leaders**, an organization that trains immigrants and first generation Americans to run for office. In June, they hosted their first trainings, encouraging 21 people to run for office.

and Henderson and encourage participation in Nevada's 2020 presidential caucus. They are designing a blueprint of bills they'd like to see passed in the 2019 legislative session, and they've already set up a second training session with New American Leaders in March.

BALLOT INITIATIVES

Nevadans passed a ballot measure enacting **Automatic Voter Registration**. Through additional ballot measures, they also repealed taxes on feminine hygiene products and medical equipment and will require energy companies to provide 50% of their energy from renewable sources.

Nevada Conservation League Education Fund was successful because of the work put in by Silver State Voices. It is safe to say that on multiple occasions they went above and beyond what I would have expected from a partner. Our Voter Registration program would not have been able to achieve what it did without the knowledge, experience, and support of SSV!

—Nevada Conservation League Education Fund

Working with Silver State Voices was the easiest part of the 2018 election cycle. We had a really specific goal and both Emily and Arturo helped us plan out our strategy. The entire team made our GOTV program as easy as possible. With their help, we were able to do statewide outreach we hadn't done before.

—Make It Work Nevada

LOOKING AHEAD

SSV is working on their 2019 and 2020 Census plan. They will be spearheading an official **Complete Count Committee**, running outreach programs, and encouraging communities of color, women, and young people to participate in the Census. The table will also run GOTV programs for municipal elections in Las Vegas

ELECTORAL PROGRAMS

The New Mexico Civic Engagement table ran voter registration and GOTV programs focused on New American Majority constituents. In their primary GOTV program, they tested **race-forward language** and found that it had a statistically significant effect in motivating voters, so they used similar language in their general election program.

POLICY ADVOCACY

The table and their partners worked on several advocacy campaigns to advance the interest of vulnerable New Mexicans. Several advocated for

a bill enacting **Automatic Voter Registration**, while others worked on legislative campaigns to increase the **minimum wage, pass tax and budget reform**, and to secure funding for **early childhood education**. Partners were also active in coalitions to advance a paid sick days ballot measure in Albuquerque and to lead renewable energy/economic development policy campaigns in rural communities.

Table partners are running a Democracy Dollars ballot initiative campaign in Albuquerque to expand the public finance program for City Council and mayoral candidates. The table also runs workgroups to coordinate partner planning on the Census and redistricting, racial and gender equity, and immigration.

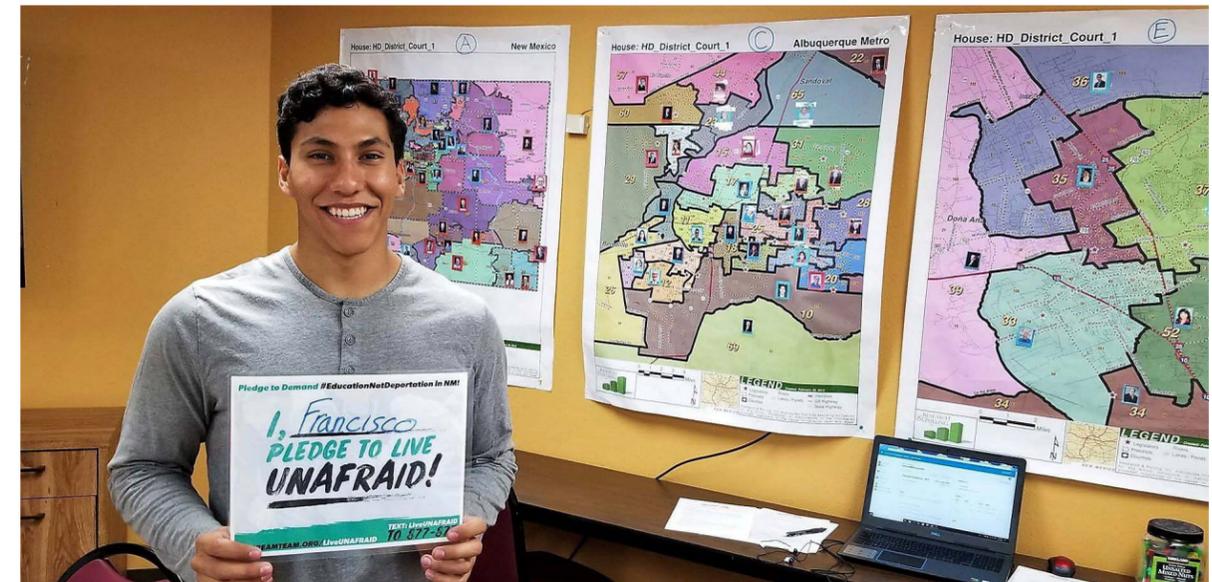


LEADERSHIP DEVELOPMENT

The table hosts a number of training programs to build leaders from marginalized communities. They established their **Counterintuitive Strategies Institute in 2018 to train progressive leaders**, and the first cohort of 12 was mostly women of color. Finally, the table also had two legislative fellows who worked with the Policy Director to learn the legislative advocacy process.

LOOKING AHEAD

The table will continue their Census work, **developing a communications plan to engage historically undercounted communities**. They will also develop a legislative and legal strategy to work with allies and stakeholders in the subsequent redistricting process. They plan to continue trainings and support for partners, including with the State Voices VAN, fundraising, polling and message development, and racial and gender equity.



HUDSON VALLEY REGIONAL TABLE

NYCET has coordinated a Hudson Valley Civic Engagement Table since 2016, and this year the table ran successful voter registration and GOTV programs. They **registered more than 3,000 voters, and contacted 23,000**. In the city of Newburgh, the table worked with local community leaders on an internship program. This program trained four low-income black and brown residents (ranging from 18 to 60 years old) to register and turn out voters, discuss issues with their communities, and speak at civic meetings. Their participation was a key part of the regional table's success.

NYC BALLOT PROPOSALS

This November, NYCET supported **three successful ballot measures** that will improve NYC's democratic processes. Question #1 reduces contribution limits and increases the city's matching funds ratio; Question #2 creates a new Civic Engagement Commission; and Question #3 adds term limits to community boards. NYCET ran a text messaging outreach program in support of these questions, all of which passed decisively. The table is now helping with implementation.



TEXTING PROGRAM

NYCET coordinated a massive peer-to-peer texting program for this year's primary and general elections. The table and their partners **contacted 837,000 voters** across the state, including young voters in competitive districts and people of color in NYC.

2020 CENSUS

NYCET has already started coordinating Census outreach in New York. They have developed partnerships with the Census Bureau and relevant state officials. They've also held local census briefings across the state to stress the importance of the Census to local stakeholders.

LEADERSHIP DEVELOPMENT

NYCET hosted their first [Progressive Action Summit](#) in August. **More than 100 people representing 32 partner organizations attended**. Many partners facilitated workshop sessions, which included the Census, Reproductive Freedom, Suburban Organizing, LGBTQ organizing, Youth Leadership Development, and Voting Reform. The table also runs a leadership development pipeline program, which allows partners to meet and collaborate while learning new strategies.

LOOKING AHEAD

The table will continue local Census briefings across the state, and will establish **regional Census organizing hubs**. The table will also continue their Leadership Development Pipeline program, working with existing cohorts in NYC and Long Island, expanding the program to the Hudson Valley, and translating the curriculum into Spanish. In 2020, the table will host a statewide Leadership Development Pipeline convening to bring together participants from across the state.

HURRICANE RELIEF

Blueprint NC was able to provide hurricane relief in the aftermath of Hurricane Florence while continuing their civic engagement work. The table had already been in the process of establishing an Eastern NC workgroup when the hurricane hit; the workgroup was able to provide immediate support while working to maintain voting access. The table formed the **Just Florence Recovery Collective** to raise and distribute resources. They also funded and supported parties at polling sites while distributing voter guides and education materials.

RACE EQUITY

Blueprint NC is committed to putting the principle of racial equity into practice. Their race equity working group provided one-on-one coaching and funding for partners to create **individualized race equity “roadmaps”** for their organizations.

CONSTITUTIONAL AMENDMENTS

The table was part of the **By The People campaign**, which attempted to defeat several regressive constitutional amendments.



These amendments were passed by the North Carolina General Assembly in the summer, representing an unprecedented attempt to cement their policy agenda and their power. Because of the existing infrastructure and coalitions in North Carolina, By The People was able to quickly create a campaign structure. By The People focused on voter education through radio, mail, and digital and earned media campaigns.

Unfortunately, four of these amendments passed, but by much narrower margins than originally expected. Voters rejected two of the amendments, one of which would remove the Governor’s authority to appoint judges to certain vacancies and give that power to the General Assembly, the other of which would allow the General Assembly to select the members of the State Board of Elections and remove a mandated independent seat.

VOTER OUTREACH

Blueprint’s partners worked hard to register and turn out voters in this election. Partners **sent more than 400,000 text messages** using Relay (a peer-to-peer messaging tool), they registered more than 111,000 voters, and ran

a relational voter program making more than 20,000 contacts. The table also built on a 2017 experiment that they conducted with their partners to test the effectiveness of criminal justice reform messaging. Since the experiment found this messaging to have a significant effect on turnout, they used similar criminal justice reform messaging this year.

LOOKING AHEAD

In 2019, Blueprint will begin direct Census outreach, building on the work that their **NC Census Roundtable** did in 2017 and 2018. They plan to open Census centers, encourage partners to integrate Census outreach into their existing programs, and develop shared narrative materials.

The Just Florence Rapid Response Network helped to educate communities about the importance of voting. It helped impacted communities to get basic survival needs, information, and assistance, and it built social justice infrastructure in the most rural and underdeveloped region of the state.

—Saladin, Environmental Justice Network

ORGANIZATIONAL GROWTH

Ohio Voice completely rebuilt themselves this year to better support Ohio's nonprofit, nonpartisan, progressive civic engagement organizations. The organization **grew from 3 to 9 staff members and from a \$300,000 to \$1.5 million budget**. The table re-granted nearly \$500k this year to partner organizations for voter registration, candidate education, GOTV, women's empowerment, capacity building, congressional redistricting, fair courts advocacy, and more. They also provided more direct partner support than ever before in their 10-year history.

ELECTORAL PROGRAMS

Ohio Voice worked with six partners (Cleveland VOTES, Coalition on Homelessness and Housing in Ohio [COHHIO], League of Women Voters, Northeast Ohio Voter Advocates, Ohio Voter Fund, Ohio Unity Coalition) to gather 9,361 voter

registrations. They also recruited and trained volunteers for their election protection program, **covering approximately 230 precincts and distributing 60,000 "Know Your Rights" cards on Election Day**. From a volunteer engagement standpoint, this was on par with a presidential election year. Ohio Voice also created a website for their election protection program, with training info and links to RSVP. They can now follow up with these volunteers in future communications.

BALLOT INITIATIVE SUPPORT

Ohio had two issues on the ballot in 2018: **congressional redistricting and criminal justice reform/drug treatment**. Ohio Voice managed all data for the successful congressional redistricting campaign while also supporting volunteer engagement. Nearly 3,000 volunteers collected over 200,000 signatures (on a shoestring budget of about \$50,000). They



worked with Common Cause, League of Women Voters, Ohio Environmental Council, Innovation Ohio Education Fund, and many other partners on this campaign.

For the criminal justice reform/drug treatment initiative, the table worked with the Ohio Organizing Collaborative, Ohio Transformation Fund, Ohio Justice and Policy Center, and others. They hosted community events, shared digital communications, and educated partners. Unfortunately, this campaign was unsuccessful at the ballot box, but it has started a conversation about the need for criminal justice reform and drug treatment that can continue in the 2019 legislative process.

LOOKING AHEAD

Ohio Voice is co-convening the **Ohio Census Advocacy Coalition**. Ohio Voice is playing a lead role in the coalitions' outreach strategy, ensuring that any voter contact that takes place is part of a longer-term strategy to increase civic engagement in underrepresented communities. So far, they've identified over 2 million Ohioans considered "hard to count" for Census purposes;

they are developing a field plan with the Census Bureau and local and statewide complete count initiatives. In 2019, the table will also launch their 2020 Vision New American Majority Fellowship. This fellowship will focus on emerging leaders of color and be an intensive long-term leadership development program, training them through the 2020 electoral cycle.

Ohio Voice's willingness to support local c3s with funding for overhead costs speaks volumes about how much they value not only these organizations' work, but the people doing it.

—Usjid Hameed, Public Affairs Coordinator for Council on American-Islamic Relations (CAIR) Columbus

Ohio Voice was the first funder of OSA's cultural program, Midwest Culture Lab. That seed money allowed us to fund 25 black and brown artists across Ohio to create cultural content for the election. OV's trust in our organization to innovate is what will keep them as a core strategic partner of ours in the state.

—Prentiss Haney, Executive Director of Ohio Student Association (OSA)



VOTER REGISTRATION AND GOTV

Pennsylvania Voice ran a voter registration and GOTV program in communities of color in 11 counties. **Twenty-two of their partners registered over 43,000 voters**, surpassing their initial goal of 41,233 registrations. The table also ran their largest midterm GOTV program ever, focusing on new registrants and voters of color. Pennsylvania Voice used Hustle, a peer-to-peer mass-texting tool, for their GOTV program. GOTV best practices dictate a combination of contact methods, so texting provides an additional way to contact voters and to engage with people who use texting as their primary means of communication. Nine of the table’s partners used Hustle, texting over 27,000 voters.

TECHNOLOGICAL INNOVATION

Pennsylvania Voice developed an app that allows groups to register voters on tablets. Working with the Analyst Institute, they tested the effectiveness of this app in 2016 and again in the 2018 primary. Ultimately, these tests concluded that registering voters on tablets through the app gets more voters on the rolls than paper registrations. The app is also more cost-efficient than paper forms. For the 2018 general election, the table **trained all their partners to register voters on tablets**. Additionally, Rock the Vote built a web interface that allowed partners to incorporate digital voter registration into their programs.



LOOKING AHEAD

PA Voice will focus on the **2020 Census and 2021 redistricting process**. In 2019, their [Keystone Counts Coalition](#) will launch their GOTC plan in 24 counties. This field plan will run until the spring 2020. After the Census, the table will pivot to redistricting, ensuring that trusted community partners can influence the map-drawing process and ensure equitable

representation. PA Voice partners are also working on voter registration and turnout for municipal races (at least three of which overlap with their Census field plan) and advocacy work on democracy, economic and social justice issues, and immigration.



ELECTION PROTECTION

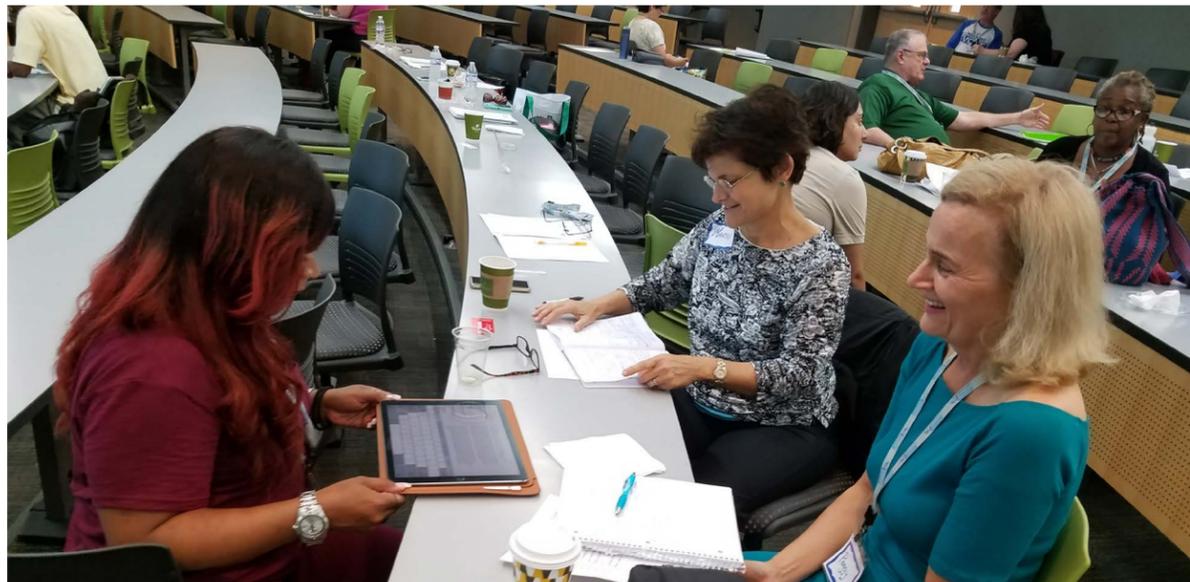
Virginians turned out in record numbers on Election Day, with 59% of eligible voters casting ballots. VCET ran a statewide Election Protection program with the Lawyers' Committee for Civil Rights, Advancement Project, Common Cause and community members, **training 65 volunteers to be nonpartisan poll monitors**. These poll monitors reported any issues to one of three regional VCET Election Protection Command Centers, where VCET and partner staff helped to resolve concerns and, if necessary, to report them to the Department of Elections.

TRAININGS AND SUMMITS

VCET hosted a number of trainings and conferences this year. In April, they hosted the **2nd Annual Virginia Democracy Summit**, a yearly grassroots democracy reform conference. Participants discussed topics including money

in politics, redistricting and the Census, civic engagement among millennials, rights restoration, and voter suppression. VCET is also continuing [The Virginia Progressive Leadership Project](#) (VAPLP), their leadership development program. VAPLP is provided at no cost to participants, and child care and transportation resources are included. This year, the table added an alumni support program to provide continued learning opportunities for the 72 leaders that have graduated from the program to date.

The table's [Citizen Training Academy](#) teaches people how government works and how they can get involved to change things. Courses require only a location and at least 15 attendees. The current curriculum includes courses like Activism for Busy People, Holding Your Elected Officials Accountable, Letters to the Editor 101, and many more! Finally, in August, VCET held its 5th Annual Virginia Advocacy Training, which teaches residents to actively engage in the Virginia General Assembly session.



#VOTETOGETHER PARTIES

VCET worked with local groups to **host 65 parties at polling locations throughout the state**. These nonpartisan, family-friendly parties were part of the #VoteTogether program, a national campaign to increase voter participation. Emgage, A. Philip Randolph Institute, VA League of Conservation Voters, Southeast Care Coalition, and other progressive organizations helped throw these parties to celebrate civic pride and encourage participation.

The experience I had at the Virginia Civic Engagement Table Advocacy Training was amazing! The information and the way it were presented have been invaluable to me as a Social Worker, advocate, citizen, and Virginian.

—Johnne B. Glover III, Advocacy Training Participant

Having access to Hustle has allowed us to take recruitment to the next level. From organizing intimate action team meetings of 12 people, to organizing rallies of more than 700, Hustle is a critical component of our outreach strategy that allows our organization to directly connect with supporters while saving valuable time.

—Jamshid Bakhtiari, VA Field Coordinator, Chesapeake Climate Action Network

DATA AND TECHNOLOGY

In addition to the State Voices VAN, VCET provided partner organizations with access to two tech tools: **Hustle and Lobbyist-in-a-Box**. Hustle is a texting platform used to build relationships with volunteers and community members, and Lobbyist-in-a-Box is an online platform VCET and partners used to track legislation during the legislative session. Partners used these tools in their work on school discipline reform, increasing the felony threshold, and Medicaid expansion. VCET's Data & Technology Manager also provided VAN support for partner programs.

LOOKING FORWARD

VCET will leverage their voter engagement work for Census advocacy in 2019 and 2020 as they knock on doors in hard-to-count communities. Virginia's 2019 elections will be enormously important as both closely divided chambers of the General Assembly are up for election. VCET is also working to ensure a complete and accurate Census 2020 count in Virginia through the **Virginia Counts Coalition** (VCC). VCC hopes to have at least one Complete Count Committee in every locality (helmed by organizers) and a 2019 budget amendment allocating state funding to local governments and community organizations for census work.

VOTING REFORMS

This spring, WA Voting Justice Coalition (WVCJ) partners advanced a suite of voting reforms, including **Automatic Voter Registration, pre-registration for 16- and 17-year olds, same-day voter registration, and the WA Voting Rights act**. WVCJ organized meetings with government stakeholders, recruited people to testify at public hearings, and encouraged voters to contact legislators (resulting in 4,500 calls and more than 9,000 e-mails). The coalition also facilitated focus groups with underrepresented constituencies to get their input on policies and messaging. Currently, WVCJ is focused on implementation and multilingual outreach/education.

ELECTORAL OUTREACH

Win/Win's partner, Asian Counseling and Referral Service, ran a robo-dial program to **learn the preferred language for more than**

1,500 voters and enter this data into the State Voices VAN. The table also worked with ACRS on a GOTV program in Vietnamese, texting voters using Hustle. In August, the table worked with the Communications Hub to test whether Facebook ads are an effective way to reach voters at risk of being purged from the rolls. While they reached almost 1,600 inactive voters, this test suggests that the high costs and limited data-matching capacity make Facebook ineffective for general inactive voter outreach. It is still a useful tool, however, for partners wishing to reach specific inactive voters.

BALLOT MEASURE SUCCESSES

In 2018, Win/Win supported I-940, **De-escalate WA**. This new policy will provide law enforcement officers in Washington with enhanced de-escalation, first aid, and mental health crisis training. Win/Win helped test the initiative's language and assisted with outreach and education. They also recruited volunteers



to use Hustle and text 50,000 voters about the initiative, shared campaign messaging with other organizations, and created GOTV lists in the State Voices VAN.

WA DEMOCRACY HUB

Win/Win started the WA Democracy Hub in 2017 to create a long-term strategy for democracy reform. In 2018, the hub published a **Democracy Index**, which lists benchmarks for a healthy democracy and recommendations on how to achieve them. The Hub also held "roadmap to democracy" planning sessions to develop a three-year legislative and policy agenda for Washington.

TECHNICAL ASSISTANCE AND SUPPORT

Win/Win's staff provides technical assistance, training, and support to partner organizations. This year, they hosted an Alliance for Justice

compliance training, the People's Institute for Undoing Institutional Racism, and regular VAN trainings. They also fiscally sponsor some community groups, supporting their operations and financial management. Win/Win provides tech tools as well, including access to Hustle and a library of tablets and scanners.

LOOKING AHEAD

Win/Win is preparing for the 2020 Census, working for a complete count and equitable redistricting. They have recently **hired a Census Program Manager** to work with community groups on Census organizing and support Census coalitions. They are also hosting a Redistricting Lab in January. Win/Win will also continue their Elect U table, a coalition that develops and supports a bench of leaders of color to run for local office.

WISCONSIN VOTER APP

Wisconsin Voices **developed an app to register people to vote.** The app allows participating organizations to obtain and use the data from their voter registration programs (including contact info and key issues for registrants) while registering people to vote and, if necessary, referring people for photo ID assistance. Without this app, groups would have no way of following up with the people they register, but this new technology allows them to easily register people online while building their own contact lists.

ELECTORAL HIGHLIGHTS

Wisconsin Voices **contacted more than 136,000 people of color, unmarried women, and unlikely voters.** Their outreach methods included door knocks, phone calls, pledge to vote cards, voter registrations, and text messages. The table also piloted a regional voter program (RVP) this year with eight partners. In addition, they hired an RVP Manager to oversee the program, which reached approximately 2,500 people, mostly from tribal, Hmong, or immigrant communities. The table was also instrumental in adding three new early vote locations in Milwaukee, and they encouraged early voting through phone and text outreach.



PARTNER SUPPORT AND DEVELOPMENT

Wisconsin Voices **re-granted over \$400,000 to their partners,** including to ten organizations led by people of color. The table also trained partners and canvassers (providing one-on-one coaching, sometimes weekly), helped set up phone banks, provided tech support, and helped manage projects like outreach during the Los Dells Latin Music Festival.

less restrictive). The table is also building the Wisconsin Voter App 2.0, making it a year-round organizing tool, and working with the African American Roundtable on police transformation and accountability in Milwaukee.

LOOKING FORWARD

The table hopes to **create more New American Majority voters in 2020 than ever before.** They will build on their RVP program in Black, Latinx, Hmong, and Native communities while investing in relational organizing programs for partners. They will also be “getting out the count” for the 2020 Census (forming a workgroup and a statewide coalition), and working on policy areas like redistricting and voting rights (including automatic voter registration, rights restoration, and making Wisconsin’s photo ID requirement

What I’m most proud of is during our canvass, we had people say this was the first time anyone has come to their door who looks like them.
 —Paul Vang, Hmong American Women’s Association

I wanted to share the best testimony I received from the GOTV program. Garfield, one of Center Street’s regular patrons who attended the program said, “Dr. Mays, I couldn’t stay the whole time because I had to catch the bus to work. I listened to what everyone said on that panel. Right before I left, I picked up all the handouts at the back table. One of the sheets had a list of places you could go and early vote. So, let me tell you what I did, Dr. Mays. The next day I woke up early, got dressed, and took the bus to Midtown. I went in there and told them I wanted to vote. So, thanks Dr. Mays, I voted early.
 —Tammy Mays, City of Milwaukee



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